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Tender

CWC22085 Digital Advertising - Concession

Wolverhampton City Council

F02: Contract notice

Notice identifier: 2022/S 000-023422

Procurement identifier (OCID): ocds-h6vhtk-0361ee

Published 23 August 2022, 10:41am

Section I: Contracting authority

I.1) Name and addresses

Wolverhampton City Council

Civic Centre, St Peters Square

Wolverhampton

WV1 1RL

Contact

Miss Alison Porter

Email

Alison.porter2@wolverhampton.gov.uk

Telephone

+44 1902554025

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<http://www.wolverhampton.gov.uk>

Buyer's address

<http://www.wolverhampton.gov.uk>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://procontract.due-north.com/Advert/Index?advertId=1bc7b332-2522-ed11-8117-005056b64545>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://procontract.due-north.com/Advert/Index?advertId=1bc7b332-2522-ed11-8117-005056b64545>

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

Environment

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

CWC22085 Digital Advertising - Concession

Reference number

DN629120

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

This is a Concession Contract

City of Wolverhampton Council (the Council) is seeking to engage a suitably experienced Service Provider to work with the Council to raise revenue through the sale of advertising on large format outdoor digital screens. The scope of the contract is for a fully managed service which includes:

- The provision and installation of screens
- Seeking out, agreeing, and managing commercial advertising packages
- Payment and administration of business rates and planning applications
- Managing the supply of power and connections to the screens
- Provision for displaying Council messaging
- The repair and maintenance of signage and associated equipment
- Dismantling and removal of signs as necessary

The Council has identified six initial sites across the City which have been divided up into single lots for this tender. There is an overarching specification that covers all six lots; bids

are to be made on individual lots.

The contract will begin on an agreed commencement date between the Council and the Service Provider and will be in place for an initial period of 10 years, with the option to extend the term for 3 years and a further 2 years beyond that. The Council will work with the Service Provider to negotiate this.

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

II.2) Description

II.2.1) Title

Lot 1 A449 Stafford Street, at the junction with Cannock Road (WV1 1ND)

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

This is a Concession Contract

Lot 1

A449 Stafford Street, at the junction with Cannock Road (WV1 1ND)

City of Wolverhampton Council (the Council) is seeking to engage a suitably experienced Service Provider to work with the Council to raise revenue through the sale of advertising on large format outdoor digital screens. The scope of the contract is for a fully managed service which includes:

- The provision and installation of screens
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- Managing the supply of power and connections to the screens
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The contract will begin on an agreed commencement date between the Council and the Service Provider and will be in place for an initial period of 10 years, with the option to extend the term for 3 years and a further 2 years beyond that. The Council will work with the Service Provider to negotiate this.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 20

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 70

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

180

This contract is subject to renewal

Yes

Description of renewals

The contract will begin on an agreed commencement date between the Council and the Service Provider and will be in place for an initial period of 10 years, with the option to

extend the term for 3 years and a further 2 years beyond that. The Council will work with the Service Provider to negotiate this.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.12) Information about electronic catalogues

Tenders must be presented in the form of electronic catalogues or include an electronic catalogue

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Lot 2 A4150 Ring Road, on the central reservation opposite Rybrook Mini (WV2 1AS)

Lot No

2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

This is a Concession Contract

Lot 2

A4150 Ring Road, on the central reservation opposite Rybrook Mini (WV2 1AS)

City of Wolverhampton Council (the Council) is seeking to engage a suitably experienced Service Provider to work with the Council to raise revenue through the sale of advertising on large format outdoor digital screens. The scope of the contract is for a fully managed service which includes:

- The provision and installation of screens
- Seeking out, agreeing, and managing commercial advertising packages
- Payment and administration of business rates and planning applications
- Managing the supply of power and connections to the screens
- Provision for displaying Council messaging
- The repair and maintenance of signage and associated equipment
- Dismantling and removal of signs as necessary

The Council has identified six initial sites across the City which have been divided up into single lots for this tender. There is an overarching specification that covers all six lots; bids are to be made on individual lots.

The contract will begin on an agreed commencement date between the Council and the Service Provider and will be in place for an initial period of 10 years, with the option to extend the term for 3 years and a further 2 years beyond that. The Council will work with the Service Provider to negotiate this.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 20

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 70

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

180

This contract is subject to renewal

Yes

Description of renewals

The contract will begin on an agreed commencement date between the Council and the Service Provider and will be in place for an initial period of 10 years, with the option to extend the term for 3 years and a further 2 years beyond that. The Council will work with the Service Provider to negotiate this.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.12) Information about electronic catalogues

Tenders must be presented in the form of electronic catalogues or include an electronic catalogue

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Lot 3 A4150 Ring Road, on the central reservation at the junction with Bath Road

Lot No

3

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

This is a Concession Contract

Lot 3 A4150 Ring Road, on the central reservation at the junction with Bath Road

City of Wolverhampton Council (the Council) is seeking to engage a suitably experienced Service Provider to work with the Council to raise revenue through the sale of advertising on large format outdoor digital screens. The scope of the contract is for a fully managed service which includes:

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- Managing the supply of power and connections to the screens
- Provision for displaying Council messaging
- The repair and maintenance of signage and associated equipment
- Dismantling and removal of signs as necessary

The Council has identified six initial sites across the City which have been divided up into single lots for this tender. There is an overarching specification that covers all six lots; bids are to be made on individual lots.

The contract will begin on an agreed commencement date between the Council and the Service Provider and will be in place for an initial period of 10 years, with the option to extend the term for 3 years and a further 2 years beyond that. The Council will work with the Service Provider to negotiate this.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 20

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 70

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

180

This contract is subject to renewal

Yes

Description of renewals

The contract will begin on an agreed commencement date between the Council and the Service Provider and will be in place for an initial period of 10 years, with the option to extend the term for 3 years and a further 2 years beyond that. The Council will work with the Service Provider to negotiate this.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.12) Information about electronic catalogues

Tenders must be presented in the form of electronic catalogues or include an electronic catalogue

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Lot 4 A4150 Ring Road, on the central reservation opposite Wolverhampton City Archives (WV1 1RJ)

Lot No

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

This is a Concession Contract

Lot 4

A4150 Ring Road, on the central reservation opposite Wolverhampton City Archives (WV1 1RJ)

City of Wolverhampton Council (the Council) is seeking to engage a suitably experienced Service Provider to work with the Council to raise revenue through the sale of advertising on large format outdoor digital screens. The scope of the contract is for a fully managed service which includes:

- The provision and installation of screens
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- Managing the supply of power and connections to the screens
- Provision for displaying Council messaging
- The repair and maintenance of signage and associated equipment
- Dismantling and removal of signs as necessary

The Council has identified six initial sites across the City which have been divided up into single lots for this tender. There is an overarching specification that covers all six lots; bids are to be made on individual lots.

The contract will begin on an agreed commencement date between the Council and the Service Provider and will be in place for an initial period of 10 years, with the option to extend the term for 3 years and a further 2 years beyond that. The Council will work with

the Service Provider to negotiate this.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 20

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 70

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

180

This contract is subject to renewal

Yes

Description of renewals

The contract will begin on an agreed commencement date between the Council and the Service Provider and will be in place for an initial period of 10 years, with the option to extend the term for 3 years and a further 2 years beyond that. The Council will work with the Service Provider to negotiate this.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.12) Information about electronic catalogues

Tenders must be presented in the form of electronic catalogues or include an electronic catalogue

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Lot 5 A4150 Ring Road (St David's), Railway Drive on the verge

Lot No

5

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

This is a Concession Contract

Lot 5 A4150 Ring Road (St David's), Railway Drive on the verge

City of Wolverhampton Council (the Council) is seeking to engage a suitably experienced Service Provider to work with the Council to raise revenue through the sale of advertising on large format outdoor digital screens. The scope of the contract is for a fully managed service which includes:

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- Provision for displaying Council messaging
- The repair and maintenance of signage and associated equipment
- Dismantling and removal of signs as necessary

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II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 20

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 70

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

180

This contract is subject to renewal

Yes

Description of renewals

The contract will begin on an agreed commencement date between the Council and the Service Provider and will be in place for an initial period of 10 years, with the option to extend the term for 3 years and a further 2 years beyond that. The Council will work with the Service Provider to negotiate this.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.12) Information about electronic catalogues

Tenders must be presented in the form of electronic catalogues or include an electronic catalogue

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Lot 6 A4150 Ring Road (St Marks), near the junction with Salop Street, near Peel Street car park

Lot No

6

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

This is a Concession Contract

Lot 6 A4150 Ring Road (St Marks), near the junction with Salop Street, near Peel Street car park

City of Wolverhampton Council (the Council) is seeking to engage a suitably experienced Service Provider to work with the Council to raise revenue through the sale of advertising on large format outdoor digital screens. The scope of the contract is for a fully managed service which includes:

- The provision and installation of screens
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- Payment and administration of business rates and planning applications
- Managing the supply of power and connections to the screens

- Provision for displaying Council messaging
- The repair and maintenance of signage and associated equipment
- Dismantling and removal of signs as necessary

The Council has identified six initial sites across the City which have been divided up into single lots for this tender. There is an overarching specification that covers all six lots; bids are to be made on individual lots.

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II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 20

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 70

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

180

This contract is subject to renewal

Yes

Description of renewals

The contract will begin on an agreed commencement date between the Council and the Service Provider and will be in place for an initial period of 10 years, with the option to extend the term for 3 years and a further 2 years beyond that. The Council will work with the Service Provider to negotiate this.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.12) Information about electronic catalogues

Tenders must be presented in the form of electronic catalogues or include an electronic catalogue

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

23 September 2022

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.7) Conditions for opening of tenders

Date

23 September 2022

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

Wolverhampton City Council - Governance

Wolverhampton

Country

United Kingdom

Internet address

www.wolverhampton.gov.uk